

CSF #1: Adding Value

In essence, if a website can “convince visitors to remain on the website...and build rapport with them,” (http://wiki.ucalgary.ca/images/7/73/Korgaonkar_et_al_2009.pdf) then the online offering is adding value to the product, service, or a business process. There are six ways to analyze whether a website is fulfilling this critical success factor: convenience, information value, disintermediation, re-intermediation, price, and choice; however, convenience, choice, and information value are the most relevant to Kids Up Front. Each analysis point was given either a positive or negative rating and then the ratio of positive to negative was narrowed into a score of 2.5 out of 5 for this CSF.

Scoring- or whatever headings you would like! (PS the stuff in bold is the recommendations...I didn't know what to do with them.)

Currently, Kids Up Front is underutilizing its website to add value to the organization. Although the website is adequate strictly to keep pace with every other charity that has a one and that donors expect them, there is a great opportunity to improve its weak points to truly become a great source of information and choice for visitors and donors, while increasing efficiency for Kids Up Front.

+++ At the moment, the website serves mostly as source of information. There is a plethora of information, ranging from the overall mission statement, to how to donate, to more current events going on through Kids Up Front. In fact, the website is the only place to see thank you cards from the youth that have attended events, outside of receiving a physical one as a donor. As there are a limited number of physical thank you cards, meaning Kids Up Front

endeavours to give one to all first time donors and regular donors every three donations, the personal connection (aka putting a face) established through material thank you cards is limited.

Using the website to showcase scanned copies of letters offers the chance to attract potential donors or make “donors feel good about themselves/see what a difference they make” more consistently. Unfortunately, from the Calgary website, there is no link to Letters From the Kids. Instead, it must be accessed from the main page and, from there, it only displays ones from Vancouver. Therefore, a recommendation is to have a part of the Calgary website dedicated to exhibit (present, catalogue) responses from the participants. These responses may include a catalogue of quotes from the upcoming kids’ survey as well, preferably organized by when the event took place.

- With having so much information available, it is incredibly important to organize it in a user friendly format. For the most part, the website is overwhelming in its presentation of information, which may discourage usage. The current formatting is basic, using bolding to emphasize certain aspects, with problematic priority placing of information. On the Programs page, the second subheading is Scalping, coming before What kids need and Get Involved! To a visitor, the placing of Scalping comes out of nowhere, as he/she probably is more interested in why the programs are important and how to support them, and may imply that scalping is more of a concern than it truly is.

Because there are other pages that have the similar issues with priority formatting, we recommend that Kids Up Front reconsider the ordering of points to greater emphasize the most pertinent information by placing it at the top. Even further, some pages could be separated into two, as is the case with the Sponsors and Partners page, which effectively

highlights the sponsors at the top of the page, but diminishes the importance of partners lower on the page. Since sponsors are crucial to this organization, a specific page dedicated to them could be much more effective.

- Two other issues most acutely represented by the Sponsors and Partners page are condensing of lists and upping the usage of links. First, this page details its sponsors, charitable agency partners, ticket partners, and entertainment events all on one page in long lists that requires a lot of scrolling. The alphabetization only minimally relieves frustration.

The last three lists are alphabetized; however, Kids Up Front could simplify the page by using a directory, so that a visitor can click on any letter to see a more concise list, making it much easier to consume/digest.

- Second, out of the vast amount of organizations, zero ticket partners and less than a quarter of partner agencies have external links. For sponsors, having these links and promotion adds value to their support.

As Kids Up Front is an intermediary between ticket partners and agencies, ensuring that all available links to outside organizations are created will add more value. These recommendations are very simple to implement, as it requires limited time to analyze what information should be top priority, therefore, be the first thing that a visitor will see, and basic knowledge of how to create new pages, link pages, and create hyperlinks.

+ At present, the website promotes mostly two modes of donation, dropping off or mailing tickets or cash donations, which means that there is a great opportunity to make donating more convenient and offer more choices of how to donate using the Internet/the

website. Although there is an icon (with a link) for Canada Helps.Org on the Calgary homepage, it is discretely placed off on the sidebar and is non-existent on other pages.

The space on the sidebar on the other pages is empty, meaning that an icon could be a consistent sidebar addition.

- As well, there is no mention of it on the Make a Donation page. Currently, there is no convenient way to donate tickets online- or at least there is no mention of it.

Although offering PayPal as a method is more familiar to people, CanadaHelps.Org is just as accessible, secure, and, in fact, cheaper as it does not have a fixed cost per transaction.

In addition, CanadaHelps.Org offers the choice to automate monthly donations, to dedicate the donation to someone, and also to partially designate where the money is used. Not only does this make the donation process more convenient, but also more personal. Kids Up Front, therefore, should promote the connection more within its website by placing it on the sidebar of every page and highlighting on the Make a Donation page. However, to ensure that the convenience aspect is maintained, Kids Up Front must have the link go directly to its donation page, rather than the homepage of CanadaHelps.Org, which it redirects visitors to at the moment.

Furthermore, revamping its system for collecting and giving tickets through the Internet could increase value for donors and partners and increase efficiency of the business. - With the current Kids Up Front website, participants and partner agencies are not the main focus. For youth, they have no reason to visit the site, as there are no interactive parts or areas designed for them. **A different approach could be modeled after Kiva**

(<http://www.kiva.org/>), where requests for tickets to specific events could be made public

and people could partially or fully donate the money to buy the tickets. In this way, donors have a more concrete idea of where their money is going and can donate in smaller portions, as well as customizing tickets to the needs of youth/agencies. On the flip side, when tickets are donated, an update could be made available to partner agencies on the member part of the site with the opportunity to directly request a ticket. The permission levels to see various updates would be regulated so that Kids Up Front maintains control over who, if anyone, sees the tickets, such as excluding less reliable agencies. Kids Up Front would then approve requests and continue the normal process of the tickets.

Overall, the 2.5 out of 5 rating is not a negative result, it merely shows that Kids Up Front has many opportunities that it can exploit further to add increased value to visitors. Kids Up Front is offering all the information any visitor could want from the site, it's just not in an organized fashion that is intuitive to visitors and overlooks the choices and convenience that a website can offer to this organization.